



WTIC-TV

ORDER

Print Date 09/07/12 Page 1 of 3

Flight Dates 09/25/12-10/01/12

Contract / Revision 385728 / LINDA MCMAHON 4 SEN

Original Date / Revision 09/07/12 09/07/12
Agency Com 15%
Billing Contact

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286Product
600 Fairmont Ave
Suite 306
Towson, MD 21286
Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # 1314

Alt Order # 06307089

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 19% Market Value 189842

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	36%	68343
4WVIT	17%	32273
5WTNH	26%	49358
6WCTX	2%	3796
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	54	\$24,135.75	\$28,395.00	0.00	08/27/12	09/30/12	54	\$24,135.75	\$28,395.00
October 2012	12	\$6,523.75	\$7,675.00	0.00	10/01/12	10/01/12	12	\$6,523.75	\$7,675.00
Totals	66	\$30,659.50	\$36,070.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	09/25/12	09/28/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- 1111 - -	:30	4	\$65.00	03	0.00	NM	4	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- 1111 - -		4				\$65.00		0.00			
E 2	61	09/27/12	09/27/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- - - 2 - - -	:30	2	\$65.00	03	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- - - 2 - - -		2				\$65.00		0.00			
E 3	61	09/28/12	09/28/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- - - - 1 - -	:30	1	\$65.00	03	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- - - - 1 - -		1				\$65.00		0.00			
E 4	61	09/25/12	09/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- 11 - - - -	:30	2	\$65.00	03	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- 11 - - - -		2				\$65.00		0.00			



WTIC-TV

Print Date: 09/07/12

Page 2 of 3

Contract / Revision **385728** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/07/12/ 09/07/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1314**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	61	09/25/12	09/28/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- 2222 - -	:30	8	\$150.00	03	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 2222 - -					8	\$150.00		0.00			
E 6	61	09/25/12	09/28/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	- 1111 - -	:30	4	\$75.00	03	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111 - -					4	\$75.00		0.00			
E 7	61	09/25/12	09/28/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- 1111 - -	:30	4	\$275.00	03	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111 - -					4	\$275.00		0.00			
E 8	61	09/25/12	09/28/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- 1111 - -	:30	4	\$350.00	03	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111 - -					4	\$350.00		0.00			
E 9	61	09/25/12	09/28/12	M-F News at Ten News at Ten	CM	10p-11p	- 2222 - -	:30	8	\$900.00	03	0.00	NM	8	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 2222 - -					8	\$900.00		0.00			
E 10	61	09/25/12	09/28/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- 1111 - -	:30	4	\$300.00	01	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111 - -					4	\$300.00		0.00			
E 11	61	09/25/12	09/28/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	- 1111 - -	:30	4	\$140.00	01	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111 - -					4	\$140.00		0.00			
E 12	61	09/26/12	09/26/12	Wed Prime Rotator X-Factor	CM	8p-10p	- - 2 - - - -	:30	2	\$3,000.00	01	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - 2 - - - -					2	\$3,000.00		0.00			
E 13	61	09/27/12	09/27/12	Thur Prime B Glee	CM	9p-10p	- - - 1 - - -	:30	1	\$2,500.00	01	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - 1 - - -					1	\$2,500.00		0.00			
E 14	61	09/29/12	09/29/12	College Football College Football	CM	730p-11p (7:30 PM-11:00 PM)	- - - - - 1 -	:30	1	\$750.00	01	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - 1 -					1	\$750.00		0.00			
E 15	61	09/29/12	09/29/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	- - - - - 2 -	:30	2	\$550.00	03	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - 2 -					2	\$550.00		0.00			
E 16	61	09/30/12	09/30/12	NFL on FOX Early NFL:Sun 1-4pm	CM	1p-4p	- - - - - 1	:30	1	\$3,000.00	01	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - 1					1	\$3,000.00		0.00			
E 17	61	09/30/12	09/30/12	Su 10p-11p Su 10p-11p	CM	10p-11p	- - - - - 2	:30	2	\$750.00	03	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - 2					2	\$750.00		0.00			



WTIC-TV

Print Date: 09/07/12

Page 3 of 3

Contract / Revision **385728** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/07/12/ 09/07/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1314**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	61	09/30/12	09/30/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----2	:30	2	\$750.00	03	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----2					2	\$750.00		0.00			
E 18	61	10/01/12	10/01/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$140.00	03	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$140.00		0.00			
E 19	61	10/01/12	10/01/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$75.00		0.00			
E 20	61	10/01/12	10/01/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$150.00		0.00			
E 21	61	10/01/12	10/01/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$75.00		0.00			
E 22	61	10/01/12	10/01/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$300.00	03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$300.00		0.00			
E 23	61	10/01/12	10/01/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$400.00		0.00			
E 24	61	10/01/12	10/01/12	M-F News at Ten News at Ten	CM	10p-11p	2-----	:30	2	\$1,100.00	03	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	2-----					2	\$1,100.00		0.00			
E 25	61	10/01/12	10/01/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$250.00		0.00			
E 27	61	10/01/12	10/01/12	Mon Prime A Bones	CM	8p-9p	2-----	:30	2	\$2,000.00	03	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	2-----					2	\$2,000.00		0.00			
N 28	61	10/01/12	10/01/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	1-----	:30	1	\$85.00	03	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$85.00		0.00			
Totals														66	\$36,070.00